Chambers, Liz

From: Chambers, Liz
Sent: Tuesday, November 18, 1997 10:00 AM
To: Whidby, Jerry; OSBORNE1, Kevin; Chambers, Liz
Cc: Podraza, Ken; Garman, Joe; Callicutt, Charlene; Handy, Betty
Subject: RE: FTC Nicotine Results for Marlboro Lights Menthol Soft Pack
Importance: High

I have been informed that the specifications for the 100 mm version did not change with the 1995 re-introduction. The data reported by FTC (as tested by TITL) for 1990 was 11 tar and 0.9 nicotine and the data reported by FTC (supplied by PM) for 1991 was 11 tar and 0.9 nicotine. The tar specification for the 100 mm version has always been 10 mg/cigt. I still recommend that we use recent PM data.

From: Chambers, Liz
Sent: Monday, November 17, 1997 12:58 PM
To: Whidby, Jerry; OSBORNE1, Kevin
Cc: Podraza, Ken; Garman, Joe; Callicutt, Charlene; Handy, Betty
Subject: FTC Nicotine Results for Marlboro Lights Menthol Soft Pack
Importance: High

Historical information of these two packings (KS and 100) is as follows:

1989 Packings Discontinued (3/89)
1990 Last FTC Reporting (as tested by TITL)
1991 Last Reported in FTC (results supplied by PM)

At that time the king size tar target was 10 and reported nicotine was 0.8 mg/cigt.
At that time the 100 mm tar target was 11 and reported nicotine was 0.9 mg/cigt.

1995 Re-introduced (12/95)

Currently KS tar target is 10 and obtained nicotine is 0.8 mg/cigt.
Currently 100 tar target is 10 and obtained nicotine is 0.8 mg/cigt.

The specifications for the 100 mm version were changed with the 1995 re-introduction. Based on this information, we probably should use recent PM data for these brands.

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Source: https://www.industrydocuments.ucsf.edu/docs/zzwl0001